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Florists' Wholesale List
Of Best Varieties
CHRYSANTHEMUMS
To Grow for Season
1930



Miss Isabelle

STAFFORD CONSERVATORIES

JOS. J. BRAUN, PROPRIETOR

STAFFORD SPRINGS, CONN.

LONG DISTANCE TELEPHONE

OFFICE 158-2

RESIDENCE 158-3

Twenty-Fourth Annual Trade List

1906-1930

The growing of Chrysanthemums for planting stock has been our specialty since 1906. We give the most promising new varieties offered a trial, and in order to restrict our list eliminate such older varieties as we find surpassed by those of later introduction. We offer sufficient variety for a continuous supply of the different types and colors for all commercial purposes.

TERMS OF SALE

Prices quoted are for the trade only.

QUANTITY—Twenty-five of one kind will be sold at the 100 rate, 250 at the 1000 rate. Where less than 25 of one kind are ordered, we reserve the right to advance the price proportionately.

Orders from new customers must be accompanied by remittance or satisfactory reference.

TERMS—Cash, unless special arrangements are made for credit. All accounts are due 30 days from date of shipment. If unpaid, interest at the rate of one-half per cent per month will be charged.

Register all letters containing Cash.

PACKING CHARGES—When cash accompanies the order no charge for packing will be made if same is the amount of two dollars (2.00) or over. On orders amounting to less than Two Dollars we reserve the right to make a reasonable charge for packing.

PARCEL POST CHARGES—On all charge orders actual postage will be added to the invoice. Paid orders should include postage at the rate of 10 cents for the first hundred cuttings, 4 cents for each additional hundred.

If you wish your parcel post shipments insured we will insure same at your expense according to the following standard scale: Value up to \$5.00 .03c; value up to \$25.00 .08; value up to \$50.00 .10; plus regular postage, which should be included in your remittance.

All shipments are carefully packed to arrive in good condition at destination. Our local express is the American, which by the new ruling transfers to other companies without additional charge. For the past seasons about nine tenths of our trade went forward as Rooted Cuttings, by parcel post, which proved to be very satisfactory. There was practically no complaint with this service, especially when sent via "Special delivery."

All claims for damages must be assumed and entered against the carrier by the buyer, the shippers responsibility ceases upon delivery to such agents in good condition.

If shipments forwarded by express are delayed or arrive in damaged condition be sure to have your agent examine the shipment and sign for the extent of the damage and you will have no trouble to collect from the express companies for the same.

We would consider it a favor to be informed just how stock arrived and to what degree they are satisfactory or otherwise, and in case of any part of shipment not being satisfactory for other reasons than that caused by transportation same should be reported at once, for satisfactory adjustment, or returned to us at once.

NON-WARRANTY—It is our aim to satisfy our customers by sending good stock at a reasonable price. While we exercise the utmost care to make every shipment satisfactory and profitable to you and keep stock true to name, we give **no Warranty. Express or Implied**, on the same, either as to varieties or product, and we are in no way responsible for the crop. All orders Received will be Executed on these conditions only, and they must be accepted by the customer when ordering.

All orders filled in strict rotation and as soon as stock is ready.

We believe Early ordering to be of mutual advantage.

Prices given on newer varieties may be reduced later in the season, where stock and demand will permit.

For Plants from 2¼ inch pots add \$1.50 per 100 Extra.

It is generally more practical for the Grower or Florist to secure his requirements in Chrysanthemums as Rooted Cuttings, and our customers call for such more and more every season. Strong rooted cuttings are easily established and transported at less risk than Potted Stock.

We will pot up orders if desired and from June to the end of the planting season generally have around 100,000 in 2½ inch pots for belated orders.

Prices quoted throughout this list are for rooted cuttings.

CHRYSANTHEMUMS

STANDARD VARIETIES

WHITE

Listed in order of flowering

Smith's Avance. The earliest white. Can be had from August on, according to date of planting and selecting bud. Early May plantings can be had by end of August. Buds taken first week in August will mature mid September. \$3.00 per 100, \$27.50 per 1000.

Early Frost. A very early commercial white. Height 3 feet. Pure white flowers, perfect in form, and full to the center. Has Golden Glow habit to set early buds. \$3.00 per 100, \$27.50 per 1000.

Crystal Queen. (E. D. Smith Co 1928). An early white which somewhat resembles Smith's Advance, but is stronger in growth with heavy stem. Planted May 15, buds selected July 15 to 20th were matured and cut Sept. 23rd, producing flowers six and one-half inches in diameter. Later buds are inclined to show Pink. Height, four feet. \$3.50 per 100, \$30.00 per 1000.

Quaker Maid. (Baur-Steinkamp 1927). A large flower for so early in the season. Glistening white of incurved form with a good stem and fine foliage. Grows 5 ft. from early June planting. Best results from buds taken end of August which will mature first week in October. Terminal bud in early September gives good blooms but not as large or early. \$3.50 per 100, \$30.00 per 1000.

Polly Rose. Large Flowers, Dwarf habit. An old variety but still the favored white of many. Especially valuable where headroom is limited. \$3.00 per 100, \$27.50 per 1000.

Oconto. A strong grower with a sturdy stem, beautiful foliage and large incurved flower, maturing Oct. 15. \$3.00 per 100, \$27.50 per 1000.

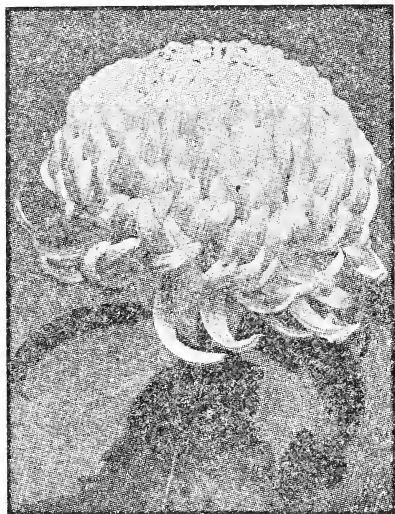
Silver Sheen. Pure white, incurved form, maturing Oct. 20. to follow Smith's Advance. Has wonderful keeping qualities. We recommend this variety to those who do not like Oconto as a second early. Select bud Aug. 30. \$3.00 per 100, \$27.50 per 1000.

Betsy Ross. A large flower of perfect incurved form, clear white in color, with excellent stem and foliage. \$3.50 per 100, \$30.00 per 1000

Snow White. Incurved, maturing Nov. 1st. Best Commercial White. \$3.50 per 100, \$30.00 per 1000.

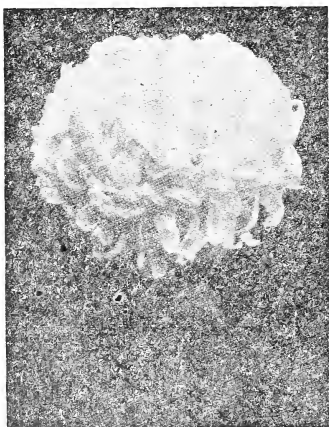
Chas. Razer. The most reliable white for early Nov. Bonaffan in form, but larger. Good stem and foliage. Very easy doer. \$3.50 per 100, \$30.00 per 1000.

White Chieftain. A sport from that well known variety. On first crown buds it shows a tinge of pink, later buds come pure white. Matures about Nov. 1. Bud Aug. 30. \$3.50 per 100, \$30.00 per 1000.



White Chieftain

Mefo. The loosely and irregularly incurved petals are very artistically arranged. Select bud Sept. 15th. Matures Nov. 15th. \$3.50 per 100, \$30.00 per 1000.



Wm. Turner

Dec. Glory. An excellen commercial variety. Petals incurve throughout, forming a perfectly spherical flower 6 inches in diameter. Fine stem and

Favorite. A beautiful, glistening, snow-white variety. Excellent stem and foliage. Select bud Sept. 5. Matures Nov. 10. \$3.50 per 100, \$30.00 per 1000.

Wm. Turner. Pure white, very large incurved. One of the finest of the large flowered Chrysanthemums. Also the greatest favorite for exhibition. \$4.50 per 100, \$40.00 per 1000.

Edgar Stillman Kelly. In comparison with Betsy Ross is larger in size, stronger in growth. Color, Pure White. Matures Nov. 1. \$3.50 per 100, \$30.00 per 1000.

Snow Bound. A large incurved White. Fine stem and foliage. Maturing Nov. 1. \$3.50 per 100, \$30.00 per 1000.

W. H. Chadwick. The standard late fancy white slightly tinted with pink. For Thanksgiving or later.. \$5.00 per 100, \$45.00 per 1000.

Improved Chadwick. The pure white sport of the well known W. H. Chadwick. Our strain of this variety is as good as any. \$5.00 per 100, \$45.00 per 1000.

Smith's Challenge. (By E. D. Smith Co. 1928). A superb white, maturing the last of Nov., of the best incurved form, much the same as December Glory, but larger. Very strong stem. Select bud Sept. 20. Height, four and one-half feet. \$6.00 per 100, \$50.00 per 1000.

foliage. Height 5 feet from June planting. The best pure white for late flowering. \$3.50 per 100, \$30.00 per 1000.

White Seidewitz. Ours is a clear white sport of the well known Seidewitz. A valuable addition to the late white varieties. A tall grower and late planting or pinching is advisable where hear room is limited. \$3.50 per 100, \$30.00 per 1000.

Chattanooga. Large pure white, with a good stem. Deep or high rounded flower of good substance, its lateness making it exceptionally valuable. Buds selected Sept. 20 will mature from Dec. on. Height 4 feet from June planting. \$3.50 per 100, \$30.00 per 1000.

December Beauty. Large white with light pink shading, more pronounced at center of bloom, best incurved form. Avoid early buds as the late ones give the best bloom. Height 3½ feet from June planting. Fully developed Dec. 10-15, continuing until Christmas and after from buds selected Sept. 30 to Oct. 10. \$3.50 per 100, \$30.00 per 1000.

Smith's Late. White (Smith-1926). A white of perfect globular form with heavy stem and foliage. Matures Dec. 15. \$5.00 per 100, \$45.00 per 1000.

Mistletoe. The latest incurved, blush white. Not ready to cut until December. \$3.50 per 100, \$30.00 per 1000.

On account of the scarcity of flowers generally prevailing during the end of Dec. and Jan., late plantings of the late flowering Chrysanthemums have proved profitable, especially for the retail trade.

STANDARD VARIETIES

Listed in order of flowering

PINK



Pink Mistletoe

Unaka. A fine incurved broad petaled bloom A pleasing shade of pink. Maturing the first week in Oct. Four feet in height. Best buds Aug. 5 to 10th. This variety must be planted early if expected to do its best. \$3.00 per 100, \$27.50 per 1000.

Smith's Enchantress. A bright rose pink, superior to Unaka, and produces a higher percentage of salable blooms. It is the best early pink. Maturing Oct. 10. Height 4 feet. Select early Sept. bud. \$3.00 per 100, \$27.50 per 1000.

Glory of the Pacific. Fine early dwarf grower. Best bud around Aug. 20. The standby early pink, especially where headroom is limited. \$3.00 per 100, \$27.50 per 1000.

Lustre. (Baur-Steinkamp & Co.). Fine lavender pink companion for Quaker Maid and Gold Lode. Matures Oct. 10th. Bud last week in August. Height 4 feet from early June planting. \$6.00 per 100, \$50.00 per 1000.

Rose Marie. (E. D. Smith Co. 1928) A very pleasing shade of pink, much the same as Smith's Enchantress. Buds reserved Aug. 5 to 15th are ready to cut by the end of September. In form same as Smith's Advance. Five and one-half inches in diameter and five feet tall from May 20th planting. \$3.50 per 100, \$30.00 per 1000.

Early Rose. Rose color, as the name implies, of a bright pleasing shade under all conditions of light. Form incurved, size six inches. Stem and foliage excellent. Dwarf habit, 2½ to 3 feet high. Best bud Aug. 20 or later, producing fully matured flowers in six weeks. \$3.00 per 100, \$27.50 per 1000.

October Rose. (Baur-Steinkamp & Co.) Has made a hit with its large bloom for so early in the season. Color, Lavender Pink. Maturing Oct. 12. Terminal bud. \$3 50 per 100, \$30.00 per 1000.

Woolf's Pink. (By E. D. Smith Co. 1928). A pink of perfect incurved form. The upper surface of the petals is violet pink and the reverse lighter, presenting a flower similar to that of Dr. Enguehard in color and form. Matures Oct. 10th from buds selected Aug. 20, three and one-half feet tall from late May planting. \$6.00 per 100, \$50.00 per 1000.

Rose Glow. (Baur-Steinkamp & Co.). Clear even shade of bright pink which holds remarkably well as the bloom ages. A large bloom carried on a strong stem. \$3.50 per 100, \$30.00 per 1000.



Pacific Supreme

Rose Chochard. A very early pink, coming into flower early in October, being of good substance and most pleasing shade, has gained great favor with those who have known and grown it. Incurved type. Height 3 feet. Take bud Aug. 15. \$3.50 per 100, \$30.00 per 1000.

Pacific Supreme Similar to Glory of the Pacific, but a taller grower; slightly brighter in color; good stem; best bud Aug. 20. Matures Oct. 15 to 20th. \$3.00 per 100, \$27.50 per 1000.

Lavender Gem. (By E. D. Smith Co. 1928). A light lavender pink, six inches in diameter, maturing Oct. 25. Is inclined to be tall in growth, hence ample stem is assured from late June plantings. Select bud early in September. C. S. A. Certificate. \$5.00 per 100, \$45.00 per 1000.

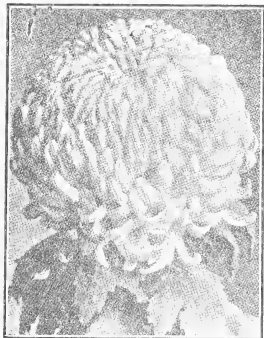
Mauve Queen. (E. D. Smith 1928). Perfect incurved form, seven inches across. Upper surface of petals purplish rose and the reverse side, which is most conspicuous, silvery gray. Inclined to be tall in growth which can be overcome by planting late in June. No selection is complete without this addition. \$6.00 per 100, \$50.00 per 1000.

Nerissa. Owing to its enormous size, fine form and finish, is conceded to be one of the best exhibition as well as commercial sorts. Colors rosy Mauve. Strong, upright growth with rigid stem. \$3.50 per 100, \$30.00 per 1000.

For Plants from 2¼ inch pots add \$1.50 per 100 Extra.

Chieftain. Deep, clear pink, incurved. On the order of Major Bonaffan. Very fine mid-season pink. \$3.50 per 100, \$30.00 per 1000.

Rose Perfection. A seedling from Chieftain, and an improvement, being brighter and more constant in color. Like Chieftain, is an easy doer, similar in growth and foliage, maturing the first week of November. Best bud around September 10. \$3.00 per 100, \$27.50 per 1000.



Pink Turner. (Mrs. J. Leslie Davis). A clear lavender pink sport of Turner. \$4.50 per 100, \$40.00 per 1000.

J. W. Prince. A large incurved bloom. Color, deep pink. Has same habits as the Chieftain family. Maturing early November. \$3.50 per 100, \$30.00 per 1000.

Rosa Raisa. A wonderful light rose pink of an even shade throughout, with perfect incurved form. Strong upright stem with foliage larger than the average. Matures Nov. 15, and can be had for Thanksgiving. One of the very best commercial varieties. Height 4½ feet. Select bud Sept. 20. \$5.00 per 100, \$45.00 per 1000.



Distinction. (Baur-Steinkamp & Co.). A fine commercial pink. Incurved. Maturing Nov. 20 and later. \$3.50 per 100, \$30.00 per 1000.

Thanksgiving Pink. A bright deep pink. It will practically produce 100 per cent of perfect flowers. For Thanksgiving and later cutting. 4 feet from June planting. Take terminal bud. \$3.50 per 100, \$30.00 per 1000.

Dr. Enguehard. One of the very best commercials; also a prize winner on the exhibition table. \$3.50 per 100, \$30.00 per 1000.

Chadwick Supreme. The pink sport of the well known variety, W. H. Chadwick. Largely planted to supply the fancy blooms demanded for Thanksgiving and Christmas trade. \$5.00 per 100, \$45.00 per 1000.

Edwin Seidewitz

Edwin Seidewitz One of the very best late pinks, a shade lighter than Enguehard, it being inclined to grow tall and never show a tendency of going blind, late planting is to be recommended. \$3.50 per 100, \$30.00 per 1000.

Andrew Schmidt. A sport from the well known variety, Edwin Seidewitz. Color a deep shade of lavender. It is more solid and incurved and has a wonderful keeping quality. Matures Dec. 1. \$3.50 per 100, \$30.00 per 1000.

Pink Mistletoe. A pink sport from Mistletoe, in color somewhat resembling Rose Perfection. A most valuable late variety. \$3.50 per 100, \$30.00 per 1000.

For Plants from 2¼ inch pots add \$1.50 per 100 Extra.

STANDARD VARIETIES

Listed in order of flowering

YELLOW

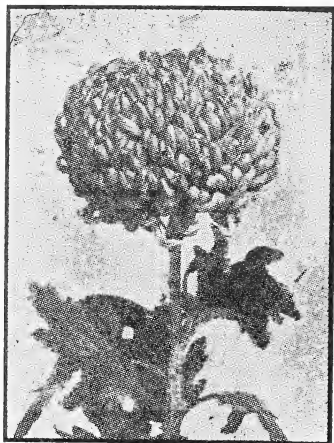


Golden Glow

Golden Glow. Bright clear yellow, good stem and foliage. Flowers may be had from Aug. 15 to end of Oct. if planted in succession and first bud secured. Early May planting is necessary to produce August flowers. The standard earliest yellow. \$3.00 per 100, \$27.50 per 1000.

Yellow Polly Rose. Clear yellow sport of Polly Rose. Valuable where head room is limited and an easy doer. \$3.00 per 100, \$27.50 per 1000.

Gold Lode. (Baur-Steinkamp 1927). A companion to Quaker Maid. Seedling from Comoleta, but much larger and 10 days earlier. Fine yellow with good stem and foliage. Growth and habit same as Quaker Maid and responds best to the same treatment. \$3.50 per 100, \$30.00 per 1000.



Mrs. C. C. Pollworth

Golden October. (Baur-Steinkamp & Co.). A rich golden yellow. Blooms Oct. 10, from early June planting, from terminal bud. \$3.50 per 100, \$30.00 per 1000.

Mrs. C. C. Pollworth. (Improved Chrysolora), decidedly more incurved and slightly deeper in color. \$3.00 per 100, \$27.50 per 1000.

Marigold. A most phenomenal and brightest yellow. Fully up to exhibition size. 9 inches in diameter. Maturing Oct. 15. Stem and foliage perfect. Height 5 feet from early May planting. Buds secured from Aug. 20 to 25th give best blooms. \$3.00 per 100, \$27.50 per 1000.

Sun Glow. Early bright yellow of the Bonaffan type, maturing Oct. 25. Fine stem with foliage extending to the bloom, producing a high percentage of perfect blooms. Select bud about Aug. 25. \$3.00 per 100, \$27.50 per 1000.

Coronna. (Baur-Steinkamp & Co.). A deep golden yellow. Incurred. Can be grown two or more blooms to a plant with strong stem and foliage. Matures Nov. 1. \$3.50 per 100, \$30.00 per 1000.

Yellow William Turner. The yellow sport sent out by Smith is the variety we offer. It was selected by us from many sports of William Turner as being the brightest yellow. It is an excellent variety and ranks as one of the finest for exhibition. \$4.50 per 100, \$40.00 per 1000.

Golden Razer. The beautiful light yellow sport of Chas. Razer. Date of bud Aug. 20. \$3.50 per 100, \$30.00 per 1000.

Yellow Chieftain. A pale yellow of the Chieftain type. Bud Aug. 20th. Matures Nov. 1st. \$3.50 per 100, \$30.00 per 1000.

Richmond. Bright golden yellow incurred on the order of Bonaffan, which has gained reputation as a perfect commercial. This is best described as an early Bonaffan. Take bud Aug. 25. Matures early Nov. \$3.00 per 100, \$27.50 per 1000.



Marigold

Merida. (E. D. Smith & Co. 1927). A large incurred, bright yellow on the order of Celebration and Golden Eaton. Matures about mid November from bud selected the end of September. \$3.50 per 100, \$30.00 per 1000.

Friendly Rival. (By E. D. Smith Co. 1928). This we consider the finest yellow ever produced, considering its size, color, stem and foliage, and its

flowering period, which is Thanksgiving and later. It is the brightest yellow of its season we know of. \$6.00 per 100, \$50.00 per 1000.



Sun Glow

Golden King. A beautiful yellow of the finest incurred form producing massive blooms, about the same shade as Adrian's Pride or Sunbeam. Maturing Nov. 15 to 25. At its best for Thanksgiving. Height 4½ feet. \$4.50 per 100, \$40.00 per 1000.

Golden Celebration. (Baur-Steinkamp & Co.). A yellow sport from Timothy Eaton on the color of Golden Wedding, but retaining the good habits of its parent. A good yellow for Thanksgiving trade. \$6.00 per 100, \$50.00 per 1000.

Clara B. Ford. (Smith-1926). A closely incurved yellow, much the same in form and color as Maj. Bonaffan. Bud Sept. 20. Matures Nov. 20. \$3.50 per 100, \$30.00 per 1000.

Mrs. R. M. Calkins. (Smith-1926). A very bright yellow. As intense as the variety Marigold. Inner petals incurved. Matures Nov. 25 and later. \$3.50 per 100, \$30.00 per 1000.

Sunbeam. A seedling from Odessa, but of a brighter shade of yellow. Strong grower, attaining a height of 4½ feet from June plantings. Fully double from buds selected from Sept. 20-30. Matures for Thanksgiving and later. \$3.50 per 100, \$30.00 per 1000.

Adrian's Pride. It is as bright a yellow as Marigold, maturing November 20-30. Fully double from buds selected September 30th. Four feet high from June planting. Excellent stem and foliage; although not incurved, is of a perfect globular form. \$3.00 per 100, \$27.50 per 1000.

Mrs. Nellie T. Ross. (Smith-1925). Light yellow, possibly a shade lighter than that of Bonaffan. Its late flowering period, Nov. 30 into December greatly enhances its value. A wonderful keeper. Do not reserve bud until early October. Height 4½ feet. \$3.50 per 100, \$30.00 per 1000.

Golden Seidewitz. See page 9.

Golden Chadwick. When high-class blooms are the chief object this variety reigns supreme. Its rich yellow color, combined with good characteristics of the Chadwick's places it as one of the best late yellow varieties. Late plantings produce superior flowers from Thanksgiving to Christmas. \$5.00 per 100, \$45.00 per 1000.

Golden Mistletoe. A sport of the Mistletoe. It is not a deep golden, but has more of the tints found in Nakota and Indian Summer and can well be recommended as one to be planted largely, it coming in at a time when there is a brisk demand for high grade flowers. \$3.50 per 100, \$30.00 per 1000.

STANDARD VARIETIES

BRONZE

Listed in order of flowering

Indianola. This variety will fill the demand for an early large flowered Bronze. Color a wonderful combination of old gold and bronze. 4 feet from June planting. Take bud last week in August. \$6.00 per 100, \$50.00 per 1000.

Bronze Unaka. A clear and Attractive bronze sport of this popular early variety. Bud Aug. 5. \$3.00 per 100, \$27.50 per 1000.

George Baer. A bronze sport of the variety Early Rose. A creamy yellow intermixed with Ophelia and bronze shadings. Combined with the good characteristics of the parent, for which there is an increasing demand. Being of sturdy dwarf habit it is equally as good for pot work. \$3.00 per 100, \$27.50 per 1000.

Tints of Gold. One of the choice varieties for early October. A soft golden bronze. \$3.00 per 100, \$27.50 per 1000.

Greystone. Golden Bronze in color. A well formed flower. It is valuable for pot work and large specimens as well as a cut flower. \$3.00 per 100, \$27.50 per 1000.

Prices given are for Rooted Cuttings.

Bronze Turner. Sport of the Turner family. In color a Buff-Bronze with maroon shading on lower petals. Height 4 feet. Bud second week in Sept. \$4.50 per 100, \$40.00 per 1000.

Detroit News. A large Bronze incurved showing its golden reverse, then gradually reflexes. Bud Aug. 30. Matures Oct. 25. \$4.50 per 100, \$40.00 per 1000.

Barbara Davis. A seedling of Brutus. It is a rich shade of reddish bronze, short jointed, inclined to be dwarf. \$3.50 per 100, \$30.00 per 1000.

Gladys Pearson. (Smith-1925) A new shade for Thanksgiving use, maturing Nov. 20th to 25th. The upper surface of the petals is apricot and the reverse buff which illuminates under artificial light to be bright orange. In habit of growth and the finished flower it compares favorably with the Chadwicks. 5 feet from June planting. Best bud around September 30th. \$3.50 per 100, \$30.00 per 1000.

Golden Seidewitz. A sport of that well known variety Seidewitz. Color a soft even shade of golden bronze, maturing for Thanksgiving and later. Height 5 feet. Date of bud Sept. 5th \$3.50 per 100, \$30.00 per 1000.

Indian Summer. A sport of Golden Chadwick. A yellow ground with intermixtures of terra cotta, salmon and bronze shades, making this an odd flower and especially valuable for artistic work. \$5.00 per 100, \$45.00 per 1000.

STANDARD VARIETIES

RED

Listed in order of flowering

Governor Green. (By E. D. Smith Co. 1928). whose description follows. A very large crimson with reverse of petals old gold. Heavy stem and wonderful foliage. The best flowers are from buds selected Aug 15, which are fully developed Oct. 15 This variety will be a strong competitor in the market with California grown stock. C. S. A. Certificate. \$6.00 per 100, \$50.00 per 1000.

Harvard. Japanese reflexed, very dark crimson; in perfection Nov. 15, and for the closing days of the football season. Best bud Sept. 5 to 10th. \$3.00 per 100, \$27.50 per 1000

Garnet King. (By E. D. Smith Co. 1928). whose description follows: We believe this the finest red yet produced, color, garnet with bluish black shadings and enhanced by a silken sheen so apparent in many red roses. Very slight contrast between the upper and reverse side of the petals and when fully developed is of the true reflexed type, retaining its remarkable color; either on the plants or cut; unto its end. Fine stem and foliage. Buds selected September 20 mature Nov. 20 to 30, and are six inches in diameter. \$6.00 per 100, \$50.00 per 1000.

Prices given are for Rooted Cuttings.

For Plants from 2¼ inch pots add \$1.50 per 100 Extra.

INTRODUCTIONS OF 1929

As Described by Originators

LARGE FLOWERING

Rooted Cuttings \$2.00 per doz., \$10.00 per 100.

Pink Reliance. (E. D. Smith) An addition to the early pink section.

Pinkish salmon, full globular form. Matures October 7. Height 3 feet. Select bud Aug. 20. Wonderful stem and foliage.

Hilda H. Bergen (C. H. Totty). One of the most useful commercial types of *Chrysanthemums* ever introduced. Color is a deep rich mahogany bronze and every bud produces a perfect flower, even when grown four or five to the plant. Strongly recommended as being absolutely 100 per cent perfect in every way, both as to type, quality and productiveness. Matures Oct. 8th.

Early Monarch. (E. D. Smith). The largest white to mature by Oct. 10th. High rounded flower of pure glistening white, eight inches in diameter. Select bud Aug. 15th to 20th. Height 4 feet.

Celesta. (Baur-Steinkamp & Co.). A round golden yellow that follows right on the heels of Gold Lode. Grows 5 feet tall from early June planting. Rigid stem and fine foliage. Blooms Oct. 10th. A wonderful seller. Scored 88 points before the C. S. A.

Justrite. (Baur-Steinkamp & Co.). Belongs to the Chieftan type of bloom. Somewhat larger and better in color, and blooms three weeks earlier than that variety. Its blooming date Oct. 15th, should make this a valuable sort to growers for the large markets. Grows 4 feet from June planting. Rigid stem and good foliage. Take terminal bud. Scored 88 points before the C. S. A.

Golden Wave. (E. D. Smith) Decidedly incurved in form, brighter yellow than Richmond. Matures Oct. 20th. Excellent stem and foliage. Select bud about Sept. 5th. Six inches in diameter.

Margaret Graham. (Baur-Steinkamp & Co.) Twice winner of the C. S. A. silver cup for the best undisseminated seedling chrysanthemum. Pure white. Beautiful incurved broad petaled bloom which holds and handles exceptionally well. Has rigid stem and fine foliage right up to the flower. Grows 4 feet from June planting. Blooms Nov. 12th to 20th. Take terminal bud.

Tom Browne. (E. D. Smith) A wonderful pure white, in season Nov. 20th to 30th. Blooms 8½ inches are not unusual and as they closely surmount the foliage upon a very heavy stem this variety qualifies as one of the best. Height 4 feet.

Lemon Queen. (E. D. Smith). Petals very broad, color a lemon yellow. Fine incurved form, matures Nov. 30th and later. Select bud Sept. 20, and later. 7 inches in diameter. Strong stem and fine foliage. Height 4 feet.

Mohawk Chief. (E. D. Smith). The latest crimson to date, its reflexed form showing this color to best advantage. Matures the end of November into December. Buds selected Oct. 1st and later for best color. Seven and one-half inches in diameter. Height 3 feet.

POMPOMS

Rooted Cuttings \$6.00 per 100, \$50.00 per 1000 .

Alecia (E. D. Smith). In color somewhat resembles that of the popular Frank Wilcox, but is not as large and nearer the true pompon type in form. Ready end of October. Height 3 feet.

Denice. (E. D. Smith). A soft pink with white center of the intermediate section. Matures Nov. 10th to 20th. Strong upright growth with good foliage. Height 3½ feet.

Yuvawn. (E. D. Smith). Very bright yellow blooms on strong stems,

make nicely arranged spray and very desirable for Thanksgiving trade. Matures Nov. 20th. Height 3 feet.

Crimson Lustre. (E. D. Smith). The best in Red Pompoms, being bright crimson in color with heavy dark green foliage. Matures Nov. 20th. Height 3 feet. Very valuable for Thanksgiving.

ANEMONES

Verona. (E. D. Smith). Anemone, Soft golden Buff in color, with very full cushion. Makes beautiful sprays with large flowers held well apart. Matures Oct. 20th. Disbudding recommended.

Stoplight. (E. D. Smith). A very striking new anemone flowered Crimson Terra-cotta ray petals with a low bright yellow cushion. The contrasting colors instantly promote admiration. Height 4 feet. Disbudding is recommended, but makes a very good spray.

SINGLES

Aloma. New Single, Terracotta bronze, very attractive and fine grower. Matures Oct. 15th.

INTRODUCTIONS 1930

The Sensational New Pompom DOROTHY TURNER

(Called the perfect commercial pompom)

This striking pompom, a lively combination of bronze and old-gold, shaded to chestnut at the center, reaches maturity for the Thanksgiving Market. The individual blossoms being well placed and supported by strong stems it makes a beautiful spray. An abundance of hard dark green foliage better displays the richness of its blooms, which immediately attracts attention when displayed with the finest of existing kinds. A good keeper and first class pompom in every respect. Rooted Cuttings \$2.25 per dozen, \$15.00 per 100.

STANDARD POMPON VARIETIES

WHITE

Rooted Cuttings: \$3.00 per 100, \$27.50 per 1000. Except where noted.

Irene. (Smith-1923). True pompom type. Color pure white. Upright. Wiry stems. Height 3 feet. Matures first week in Oct.

Silver Ball. Very pure white and exceedingly perfect in form. It is much earlier than White Doty, being fully matured by Oct. 12. \$3.50 per 100, \$30.00 per 1000.

White Lillian Doty. A pure white sport of the well-known variety, Lillian Doty.

Chicago Pearl. This variety has proved to be the finest white pompom we have ever grown. The bloom is almost ideal in form and is pure white in color. The general plant habit is good. The sprays are large and the flowers carried well apart. The season is Nov. 15 to 25. Rooted Cuttings \$3.50 per 100, \$30.00 per 1000.

Mariana. A first class white pompon. It produces an excellent spray and is equally well adapted to disbudding to one flower. Ready to cut Nov. 1.

Yuletide. The latest white pompon, does not mature until Dec. 5 to 10. Height 3 feet from June planting. This variety is also an excellent Pot Plant. Everyone interested in late pompoms should grow this one. \$3.50 per 100, \$30.00 per 1000.

STANDARD POMPON VARIETIES

PINK

Rooted Cuttings \$3.00 per 100, \$27.50 per 1000, except where noted.

Niza. Delicate shell pink. Very valuable owing to its being the very earliest of its color. Matures Oct. 10. Medium-sized blooms; dwarf. Makes Matures Oct. 10-15. Producing a fine spray.

Lillah. A good early Rose-Pink. Resembles the Niza flower in form. Matures Oct. 10-15. Producing a fine spray.

Eden. Early Pink. (See Hardy Early Varieties).

My Pride. Beautiful bright shade of Pink, maturing Oct. 15th. Makes a well arranged spray. \$3.50 per 100.

Lillian Doty. The plant is a vigorous grower, producing beautifully formed shell pink flowers on very rigid stems.

Angelo. One of the best of the Pompon novelties. Light pink, on the order of Lillian Doty. It is also of the very best for pot culture, either disbudded or in sprays.

Lucinda. One of our best selling pompoms. The color is a bright deep pink. Individual blooms are of the round, medium sized type. Produces fine sprays and plenty of them. Blooms Nov. 12 to 20. \$3.50 per 100, \$30.00 per 1000.



Western Beauty

Western Beauty. A fine deep rose pink. Flowers are of medium size produced on straight rigid stems. Growth is medium which adapts this variety for pot culture as well as for cut sprays. Middle of Nov. and Thanksgiving.

Usona. (Smith). A bright pink variety for Thanksgiving. Very productive, with a strong upright growth. Height 2½ feet. \$3.50 per 100, \$30.00 per 1000.

Olivia. (Smith). A variety very similar to Usona, but about 10 days later, and later plantings can be extended to Christmas cutting. This is one of the latest Pink Pompoms. \$3.50 per 100, \$30.00 per 1000.

Pagosa. A late dark pink, in general character similar to Usona and Olivia, but darker pink, much the same as Thanksgiving Pink, and later than either. Not ready to cut until December 5. \$3.50 per 100, \$30.00 per 1000.

STANDARD POMPON VARIETIES

YELLOW

Rooted Cuttings: \$3.00 per 100, \$27.50 per 1000, except where noted.

Wolverine. (See Hardy Early Varieties). Earliest yellow.

Yellow Normandi. (See Hardy Early Varieties).

Gilda. Bright orange, maturing Oct. 25. Exceptionally free flowering and very dwarf rigid growth, which makes it a good variety for pot culture.

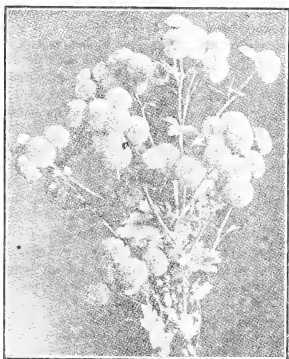
Golden Climax. One of the most useful of the yellow button type pompons. It will grow 3 to 4 feet from early planting, but has a very wiry stem which well supports the deep golden yellow buttons. It has hard small foliage which will permit close planting. Very productive.

Cora Peck Buhl. Resembles Golden Climax in growth and form of flowers. Height 3 feet. Ready to cut Oct. 25th.

Gold Mine. Very bright yellow, one and one-quarter inches in diameter and of the true pompon type, but of a high rounded form and too large to be included in the button section. Ready to cut October 25. Two feet in height. \$3.50 per 100, \$30.00 per 1000.

Florence. The best clear yellow decorative variety we have ever seen. A sport of Pauline Wilcox, originating with us in 1927, and in all other respects the same as this famous variety. Ready to cut Nov. 5th, and can be grown to cut all during the month. A most valuable addition to that type. \$3.50 per 100, \$30.00 per 1000.

Ball of Gold. Very perfect in form, two and one-half to three inches in diameter, with stiff upright stem. Color, bright yellow, maturing Nov. 5th to 10th, two and one-half feet tall. \$3.50 per 100, \$30.00 per 1000.



Norine

Unalga. (Smith-1925). An intense yellow having large blooms, flowering down the stem. Maturing Nov. 20. \$3.50 per 100, \$30.00 per 1000.

Norine. (Smith-1925). Seedling from Christmas Gold, same shade, but larger. Maturing Nov. 20. \$3.50 per 100, \$30.00 per 1000.

Golden Sceptre. (Smith) A very bright yellow pompon of an intermediate size, and one of the very best sellers as a cut flower. Maturing Nov. 25th. \$3.00 per 100, \$27.50 per 1000.

Gold Coin. A very bright yellow and exceedingly productive. When grown in sprays, 2½ inches in diameter, and 3½ when disbudded. Matures Dec. 1st, and later. \$3.50 per 100, \$30.00 per 1000.

Christmas Gold. On the order of Golden Baby, but a much stronger grower. The little button flowers being a little larger and much brighter, set off by dark glossy foliage, makes an attractive spray. Its lasting qualities are exceptional.

Golden Nymph. Unquestionably the latest pompon known at the present

time. Can easily be had for Christmas as it matures three weeks later than Christmas Gold. Belongs to the Baby or button type, producing flowers $1\frac{1}{4}$ inches in diameter. Color bright yellow. Height $2\frac{1}{2}$ feet. \$3.50 per 100, \$30.00 per 1000.

STANDARD POMPON VARIETIES

BRONZE

Rooted Cuttings, \$3.00 per 100, \$27.50 per 1000, except where noted

Adironda. The earliest Golden Bronze. Matures Oct. 15. True pompon type.

Anna L. Moran. The color is a bright bronze. The flowers are nicely divided on the stem without disbudding and the growth, foliage and stem are all that can be desired.

Lindy. Beautiful even shade of Bronze. Makes a nice spray, with good foliage. Matures Oct. 15th. \$3.50 per 100.

Orange Prince. Very striking orange in color, blending beautifully with reds and yellows. Three feet in height from early June plantings. Ready to cut Oct. 25th. C. S. A. Certificate. \$3.50 per 100, \$30.00 per 1000.

Bronze Doty. Deep Terra-cotta bronze, like both the foregoing varieties of the Doty family, it is also of splendid habit, stiff in stem and free flowering.

Pauline Wilcox. The form of the flower classes it as a decorative variety and it is the ideal decorative type. The stems are straight and strong and the flowers hold well apart. The color is a pleasing mixture of bronze. In bloom Nov. 5.



New York

Source D'OR or Golden Feather.

A wonderful variety when grown in sprays or as a pot plant. Color, reddish bronze.

Felice. A pompon of exceptional merit. Color orange, very similar to that of Orange Queen. Height 2 feet. Matures Nov. 12 to 20.

Becky McLane. A richly colored small pompon, coming into bloom for Thanksgiving.

New York. Coming into flower Nov. 1, this bronze, together with the below variety have been the most called for of any of the many sorts we have been growing. It is a seedling from Hilda Canning.

Louise Davenport. Button type, which is a true pompon. Rich bronze in color and very free flowering. It is a wonderful producer, growing freely, and, with ordinary care and spacing, filling the bench with a mass of blooms. A favorite wherever shown. Matures Nov. 10.

Betty Watkins. (A. N. Pierson, Inc.) The flowers are golden bronze, $1\frac{1}{2}$ inches in diameter and carried well upon strong, sturdy stems. This variety makes nice sprays. Ready for cutting November 15. \$3.50 per 100, \$30.00 per 1000.

Frank Wilcox. Golden bronze of special merit, being a dwarf and sturdy growth it makes a fine pot plant and it is excellent for cutting, being at its best around Thanksgiving.

Hilda Canning. This reddish bronze, button type variety comes in bloom Nov. 15, and can be had at its best until Thanksgiving. Attractive in all stages and equal to the most productive variety.



Bucena

Lorraine Meech. Crimson, with a golden reverse. The petals curl just enough to show both colors, which gives a very pleasing contrast. In bloom Nov. 20-30.

Bucena. A light bronze pompon coming just at Thanksgiving time. Free flowering, and sturdy upright growth.

Rowenna. For Thanksgiving and later. The color is a medium shade of bronze. Strong growth. \$3.50 per 100, \$30.00 per 1000.

Little Truant. Owing to lateness, maturing in December, this name is applied. Bronze in color, much the same as billie Burke, but smaller, not exceeding one inch. The latest of all the baby or button section. \$3.50 per 100, \$30.00 per 1000.

STANDARD POMPON VARIETIES

RED

Rooted Cuttings \$3.00 per 100, \$27.50 per 1000, except where noted.

L'Argentuilais. Deep chestnut in color. Very early.

Fire Bird. While not extra early this is one of the best early we have seen, maturing the last week of Oct. Color, very bright; strong upright growth and productive.

Crimson Quintus. Excellent decorative variety; deep crimson, with splendid contrasting foliage of dark green.

Helen Hubbard. The best Crimson decorative grown. The lower petals are from 2 to $2\frac{1}{2}$ inches in length. The color is a rich velvety crimson, which does not fade. Growth is excellent. \$3.50 per 100, \$30.00 per 1000.

Red Beau. (Baur-Steinkamp). A reddish bronze pompon. Has same habits as the variety Wilcox. Maturing Nov. 20. \$3.50 per 100, \$30.00 per 1000.

STANDARD ANEMONE CHRYSANTHEMUMS

Rooted Cuttings, \$3.00 per 100, \$27.50 per 1000, except where noted

Aniwa. Anemone, shell pink, with a cream colored cushion. Dwarf upright growth. Matures Oct. 10. Excellent Pot Plant Variety.

Blanche. The improved Garza. Color, white with cream center. A very attractive flower and a good grower.

Garza. The well-known white.

Yellow Garza. Yellow sport of Garza.

Berneita. A beautiful anemone, ray florets soft pink with a high rounded cushion, $2\frac{1}{2}$ inches in diameter. Matures Oct. 25, producing dwarf symmetrical plants which require no staking. Should be disbudded.

The Chief. Light yellow, both ray and disc florets. Three inches in diameter with full rounded cushion. Maturing Nov. 10. Three feet high.

The Belle. Purest white, both ray and disc florets. Maturing Nov. 10. Three inches in diameter. Fine in every respect.

Maple Leaf. Like the soft Maple leaf, the color is displayed in the various shades of red and yellow, changing from day to day as development progresses. High rounded cushion $3\frac{1}{2}$ inches in diameter. Two feet high. Maturing Nov. 10.

Chestnut. Both ray and disc florets are an even shade of tan color. $3\frac{1}{2}$ inches in diameter. $2\frac{1}{2}$ feet high. Maturing Nov. 10.

Coed. A soft shade of pink with tinge of yellow at center of cushion, ray florets reflex more than usual. $3\frac{1}{2}$ inches in diameter. Three feet high.

Graf Von Oriole. Clear Rose Pink, good stem and foliage. Disbudding recommended. \$3.50 per 100, \$30.00 per 1000.

Pink Lady. A bright pink Anemone, true to type. Medium size, strong stemmed. Comes in right for Thanksgiving Day.

Eugene Languet. A deep golden yellow much resembling the pompons, but is properly classified under Anemones, having the Anemone center with a double row of short petals. It comes in November so that it can be had for Thanksgiving.

Rose Royal. (Smith). Anemone, rather distinct in color, being a violet rose shade throughout. Maturing Nov. 15. Disbud.

Adenlair. (E. D. Smith & Co. 1927). A large flowered anemone producing 4 blooms to the plant. 5 inches in diameter when disbudded. Shell pink with a creamy cast at center of cushion. Select buds about Sept. 10, which will mature Nov. 15th. Height 3 feet. Score 91 points. \$3.50 per 100, \$30.00 per 1000.

Golden Pheasant. (E. D. Smith & Co. 1927). This variety is equally good to grow to natural sprays or disbudded. Color, bright yellow with cushion slightly darker shade than the ray florets. A very artistic flower. Score 91 points. \$3.50 per 100, \$30.00 per 1000.

Princess Heana. (E. D. Smith & Co. 1927). Of upright growth with strong stem and flowers of great substance. $4\frac{1}{2}$ inches in diameter when disbudded—which is recommended. The 3 inch cushion is light yellow, the ray florets bright pink with a slight violet cast. Height $3\frac{1}{2}$ feet. Buds selected Sept. 10. Matures Nov. 10. Score 87 points.

Natick. (E. D. Smith & Co. 1927). A dwarf Golden yellow anemone with a large full cushion. Matures Nov. 25th.

Peter Pearson. (Smith). Anemone, with light pink florets and high rounded cushion of light yellow. Matures Dec. 1. \$3.50 per 100, \$30.00 per 1000.



Sunshine Chrysanthemums

Rio Rita. Very similar to Sunshine in habit and blooming date, but makes a more graceful spray. Good keeper. \$3.50 per 100.

SINGLE CHRYSANTHEMUMS

Rooted Cuttings: \$3.00 per 100, \$27.50 per 1000.

Alice Howell. An early single of exceptional form and habit. It is of a rich golden yellow which sells at sight



Mary Pope

Mary Pope. The best pale pink; large flower. Makes a fine spray for cutting.

Mrs. W. E. Buckingham. In color a brilliant shade of rose pink. One of the finest singles. Nov 1.

Bronze Buckingham. This variety is a duplicate of its parent in every respect except color, which is a cheerful glowing bronze.

Virginia Holden. It is a deep, velvety crimson in color and has ample stem to support the flower which is not large but beautifully formed. It makes a good quantity of blooms to the spray, but is not crowded as the flowers hold well apart. It is distinct and valuable.

Sunshine. A Japanese Anemone. The individual flowers are a trifle larger than those of Garza. The rich golden center is somewhat more prominent and it has about five times the number of petals, thus making it a good shipper. The outer petals being several shades lighter. It is a most admirable flower either disbudded or in spray form. Being of sturdy growth it is ideal for pot work. Its keeping qualities are the best. \$3.50 per 100, \$30.00 per 1000.

Student Prince. Deeper Bronze than Bronze Buckingham, and makes a heavier spray. Good keeper. \$3.50 per 100.

White Mensa. A pure white single, with a clear yellow center. Strong grower, medium height. Matures Nov. 15.

Golden Mensa. A yellow sport of Mensa, which is probably the most widely grown single.

Charter Oak. A clear bright yellow single variety which carries its flowers in large strong-stemmed sprays, bearing from three to five flowers each. The form and character of the flower spray is ideal and the late-flowering characteristic greatly enhances the value of this to the grower.

Mrs. E. D. Godfrey. A lovely shade of light pink. A very strong growing variety; late.

Miss Isabelle. A charming bronze with a silvery reverse to the petal, in habit same as E. D. Godfrey of which it is a sport. Comes in for Thanksgiving day and very useful for table work.

Margaret Waite. Deep pink sport of E. D. Godfrey. Late.

CHRYSANTHEMUMS FOR POT CULTURE

THE CAPRICE FAMILY

Rooted Cuttings of the below varieties \$3.50 per 100, \$30.00 per 1000.

Caprice White
Caprice Yellow
Caprice Purple
Caprice Deep Lilac
Caprice Butlers
Mrs. Greening.
Caprice DuPrintemps
Kathleen Thompson

Gaston Quineaux, Brightest, glowing scarlet-crimson; very fine. Dwarf. Handsome grower, one of the very best in this section. Not a Caprice but the only crimson to be classed with this type.

For varieties suitable for pot culture the Caprice Family head the list; but where the large flowering types are desired, such varieties as White, Pink and Yellow Polly Rose, Early Rose, Glory of the Pacific, Yellow, White and Pink Chieftain, Barbara Davis, Greystone, and George Baer, will be found suitable.

Of Anemones, White and Yellow Garza, Chestnut, Rose Royal, Chief, Maple Leaf, Pink Lady, Natick, Stoplight, are best.

In Pompons we recommend Bronze, White and Pink Doty, Bucena, Eden, Angelo, Normandie, Source D'Or, Frank Wilcox, Red Beau, Yuvawn, Little Truant, Gold Mine, Gilda Wolverine, Denice, Crimson Lustre.

Among the singles, Mrs. W. E. Buckingham, Bronze Buckingham and Alice Howell are excellent for pot culture.

For Plants from 2¼ inch pots add \$1.50 per 100 Extra.

HARDY EARLY FLOWERING CHRYSANTHEMUMS**Recommended for Outdoor Flowering****Rooted Cuttings: \$3.00 per 100, \$27.50 per 1000.**

These are expected to mature their blooms early enough to avoid frost, but in our locality require some protection as we often have damaging frost in the end of September. All varieties are equally good for indoor cutting.

Wolverine. Very early, flowering early in August, ahead of Normandie, but individual flowers are much larger and stronger stem. Produce large sprays and is also an excellent variety for pot plants. Color, bright yellow.

Tasvia. Very free flowering white, maturing October 1. Height 20 to 24 inches. This variety is unsurpassed in wealth of bloom by any in this section.

Framfield White. Loosely built, pure white; semi-double. One of the earliest to flower.

Cranford White. Pure white.

Glory of Seven Oaks. Golden yellow, very early and free-flowering.

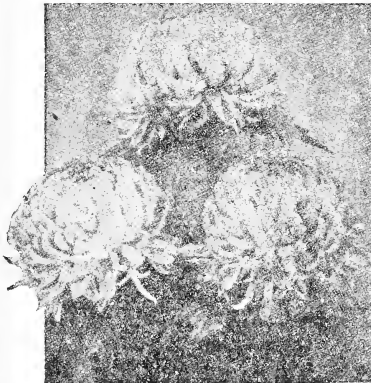
Eden. (Syn Mignon). Earliest rosy pink, medium height; excellent for cut sprays.

Normandie. Delicate pink, changing to nearly white. One of the earliest.

Yellow Normandie. A bronze yellow sport of Normandie, which is ample proof of its value.

Ruth Cummings. A reddish bronze seedling from Normandie. Is of dwarf compact growth, coming into bloom about Oct. 15. It is also very valuable for indoor growing.

Alice Howell. A rich shade of orange yellow in color. By far the most attractive of any of the yellow single varieties. Equally valuable for indoor or outdoor growing.

**SUN GLOW**

CARNATIONS—FIELD PLANTS AND ROOTED CUTTINGS

On our Rockwell Hill Farm we have an ideal field for the growing of Carnation plants and we expect to have a larger quantity of these to offer our patrons the coming season, than in the past.

We offer rooted cuttings of the following varieties up to May 15:

Aviator, Morning Glow,	R. C. \$ 5.00 per 100
Ench, Supreme, Betty Lou,	R. C. 6.00 per 100
Johnson Crimson, Spectrum,	R. C. 6.00 per 100
Eldora-Benora,	R. C. 6.00 per 100

We will have additional varieties to offer in Field Plants

Early ordering is suggested.



Blanche

	Per 100		Per 100
Alysium R. C.	\$1.25	German or Parlor Ivy.	\$1.25
Ageratium, Fraserii	1.25	Heliotrope, Best Dark	1.25
Ageratium, White	1 25	Salvia America	1.25
Coleus, Asst.	\$1.50-3.00	Swansonia G. Alba	3.00
Fuchsia, Asst.	\$1.50-2.00	Tradescantia, 4 var.	1.25

MEMORANDUM

Quantity



GILDA